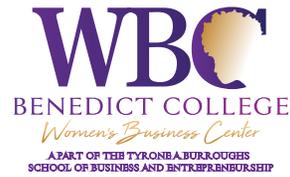


BENEDICT COLLEGE WOMEN'S BUSINESS CENTER

Launched in September 2020, the Benedict College Women's Business Center (WBC) seeks to initiate the leveraging required to support small, minority and women-owned businesses throughout the state of South Carolina. Aligning with Benedict College's mission as a catalyst for economic development, the WBC serves as the first gender focused statewide entrepreneurial initiative for socially and economically disadvantaged small and minority-owned businesses in the state.

The WBC provides the following services:

- Customized one-on-one counseling;
- Lender referrals and loan package preparation assistance;
- Seminars and classes (web-based and in-person), focused on key business topics;
- Review and feedback on written business plans;
- Networking opportunities to find mutual support, access to resources and business referrals;
- Certification assistance and review; and
- Local and global business development.



2601 Read Street • Columbia, SC 29201

 www.BCWBC.org

 info@bcwbc.org

 803.705.4641

Please visit our website to sign-up for small business counseling services or scan the QR code from your Android or iPhone device.

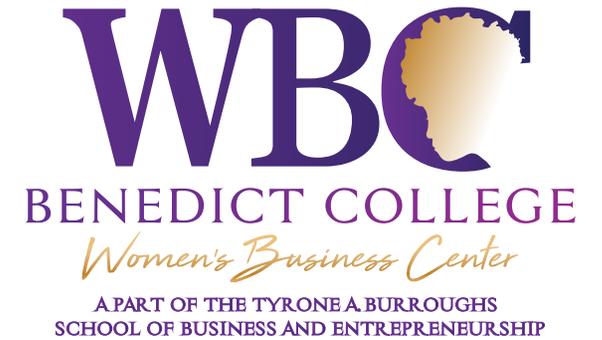


About Benedict College

Founded in 1870 by a woman, Bathsheba A. Benedict, Benedict College is a private co-educational liberal arts institution with over 2,100 students enrolled in its 24 baccalaureate degree programs and one masters degree program. Defying trends, Benedict College maintains an equal male and female student population. This Midlands HBCU welcomes students from all 46 counties in South Carolina, 30 states across America, and 26 countries around the world.



Funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



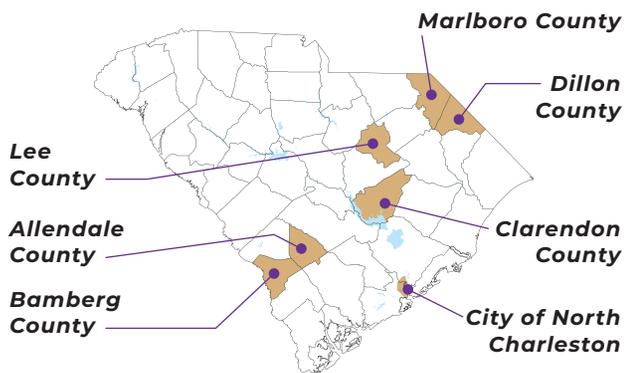
MOBILE AND CREATIVE ENTREPRENEUR DEMONSTRATION PROJECT

WBC MOBILE AND CREATIVE ENTREPRENEUR DEMONSTRATION PROJECT

Seeking to reach and expand the services of the WBC to minority women business owners and entrepreneurs in rural communities in South Carolina, grant funding was received from the Boeing Company, U.S. Small Business Administration's Office of Women Business Ownership, the Truist Foundation, and the WellsFargo Foundation to implement the **Benedict College WBC Mobile and Creative Entrepreneur Demonstration (MCED)**.

As a state-of-the-art mobile system, **MCED** supports business development and growth of minority women business owners located in the City of North Charleston, and Allendale, Dillon, Marlboro, Lee, Bamberg, and Clarendon Counties. **MCED** provides the business development tools, resources, and technical assistance needed to strengthen the capacity of rural minority women-owned enterprises to access capital, training, and technology designed to strengthen internal business structures, support revenue generation and growth, job creation, and retention.

MCED Focus Areas:



The **MCED** model provides an innovative approach of mobilizing needed resources to small business owners by developing new entrepreneurial ecosystems that support the growing number of new business start-ups and sustain existing ones that are on the brink of closing.

MCED services:

- Onsite and virtual one-on-one technical assistance and business counseling;
- Connection with responsive and fair lenders;
- Assistance with business plan development;
- One-on-one in-person or virtual book-keeping and legal business counseling; and
- In-person and virtual entrepreneurship business development trainings to include crisis management and recovery.

MOBILE SERVICES FROM WBC

The Boeing Company has been a steadfast supporter of Benedict College and has committed to expand its support to assist the WBC in serving women owned businesses and entrepreneurs throughout South Carolina. As an intricate illustration of the company's commitment to the collaborative partnership with the College, the Boeing Company donated \$250,000 to the expansion of WBC service delivery to rural minority women-owned businesses with limited access to technology and business development resource. As a result of that investment, an exciting component of **MCED** is the launch of the new Benedict College Boeing WBC Mobile Unit, an 18-foot Ford F550 Box unit that will be outfitted with computer stations, smart board technology, and Wi-Fi access. This mobile office will not only be deployed in the **MCED** targeted areas but throughout the state of South Carolina. Due to supply chain shortages, the unit will not be available for circulation until the Fall of 2022.

While the unit is under construction, **MCED** advisors are still available to assist our potential and current small business owners. Virtual and on-site meetings are available in satellite offices located within the **MCED** targeted areas. To schedule a counseling session with one of our business advisors, please call **803-705-4641** or send an email to info@bcwbc.org.

MCED CREATIVE ENTREPRENEUR INITIATIVE

To build upon the new programs offered by Benedict College in the areas of Music Industry and Entrepreneurship, the **MCED WBC Creative Entrepreneur Initiative** utilizes the services of Dr. Kasie Whitener, President, Managing Partner, and Primary Consultant for Clemson Road Creative, LLC in Columbia, South Carolina. The target audiences for this initiative are minority women visual and performing artists, authors, vocalist, musicians, and other creative entrepreneurs in the targeted **MCED** areas. The **MCED Creative Entrepreneur Initiative** consists of components designed to prepare any creative entrepreneurs with the skills necessary to monetized their creative pursuits. As a part of **MCED**, this initiative will consist of two separate six-week virtual sessions (Spring and Fall of 2022) designed to:

1. Fully develop clients understanding of business concepts and strategies that involve cost of goods sold, profit margin, and inventory;
2. Define and explain business models for artist-entrepreneurs and introduce a Business Model Canvas as a tool for business planning; and
3. Engage clients in discussions on creative funding, start-up, grants, sales, and resource attainment.

At the end of each session, half-day on-site workshops will be held in-person at various locations within the **MCED** targeted area. The half-day sessions will include:

1. In depth work on the Business Model Canvas tool;
2. Coaching on specific marketing tactics including social media;
3. Best Practices review of similar ventures and business models;
4. Access to funding tools and mechanisms; and
5. How to establish products and services values, establishing pricing models, and reading P&L statements.